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OCTOBER IS "STOP CYBERBULLYING" MONTH

wired SAFETY

wiredsafety.org

Play safe online at
BUILDABEARVILLE.COM
See back to take the pledge.



CAMO BEAR

Arrives October 2
\$18

Get this **FREE** gift at
buildabearville.com



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KOOKY SPOOKY BUILDABEARVILLE.COM BONUS MONTH!

See back for details

National Children's Day

POLAR BEAR

Arrives October 9
\$18

Get this **FREE** gift at
buildabearville.com



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Columbus Day
Take Your Teddy
to Work Day

National Boss Day

Sweetest Day

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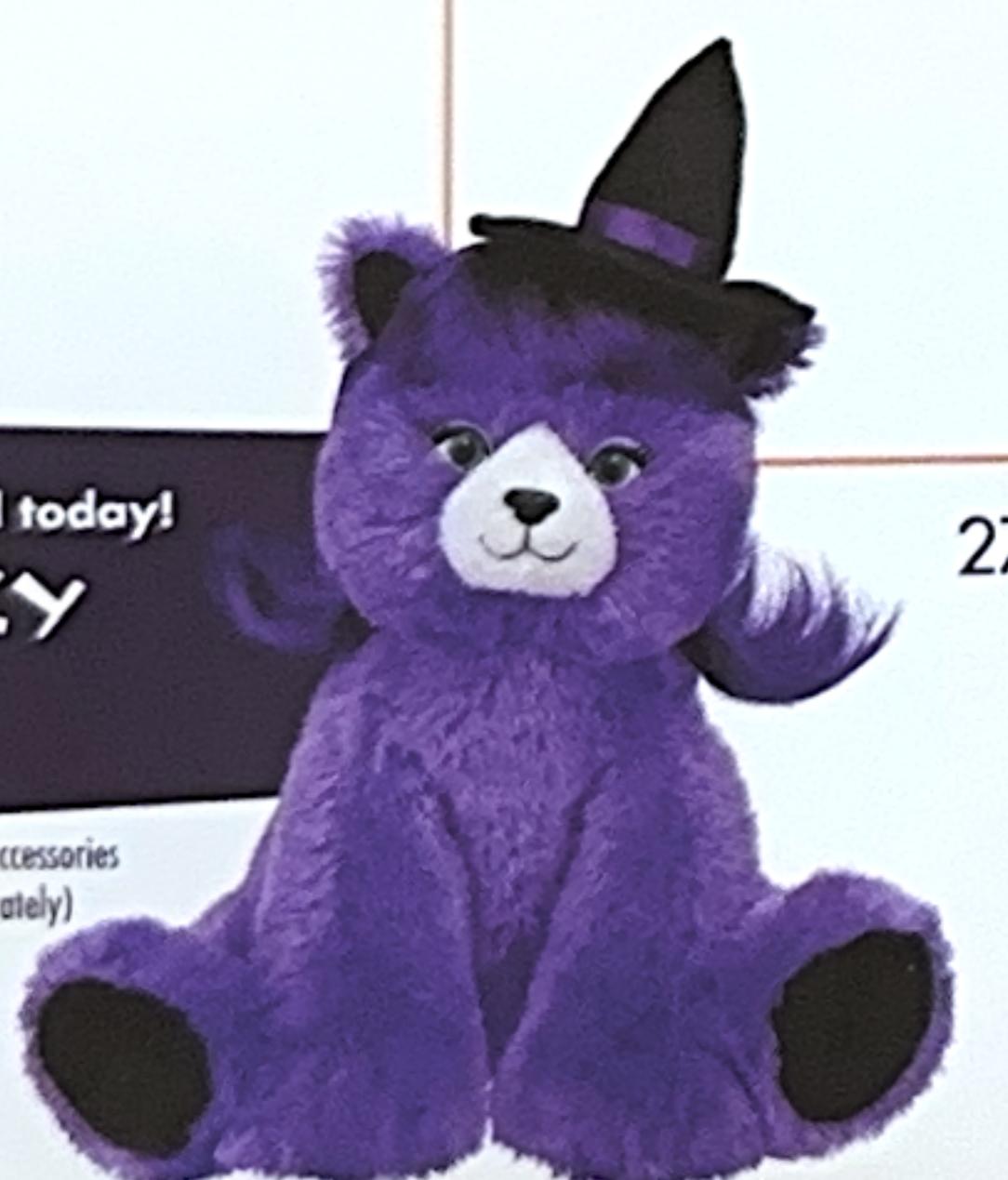
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United Nations Day

Make a hip Halloween friend today!

KOOKY SPOOKY KITTY

(outfits and accessories
sold separately)

Individually
numbered and
includes a
collectible pin!



Seasons Of Hugs WINTER HUGS BEAR

Arrives October 23

Get this **FREE** gift at
buildabearville.com

BUILDABEARVILLE.COM
BONUS
7,500 Bear Bills®

\$20

Major League Baseball®
World Series™
Championship Begins

Halloween

Visit The Workshop® stores - over 400 worldwide! • Go to buildabear.com
Call (toll free) 1-877-789-BEAR (2327)

October 2 - 22

Get a Build-A-Bear Workshop®
mini friend inside each McDonald's®
Happy Meal®.



Each mini friend includes an exclusive
virtual gift at BUILDABEARVILLE.COM

Ask about toys for children under 3. While supplies last at participating McDonald's. © 2009 McDonald's

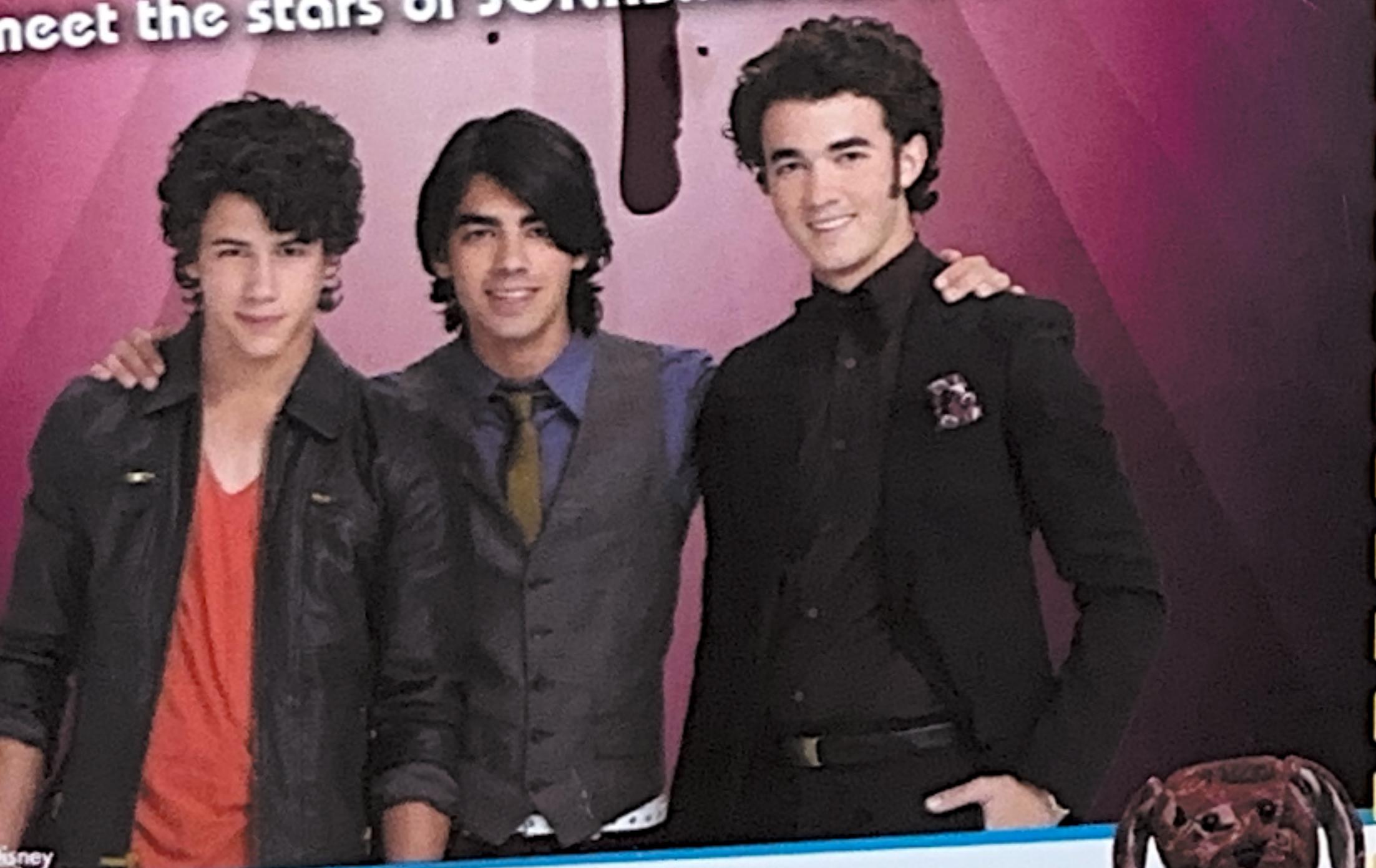


Limited time!
You can enter for a chance to win

JONAS ROCK 'N ROLL SWEEPSTAKES

Through October 13

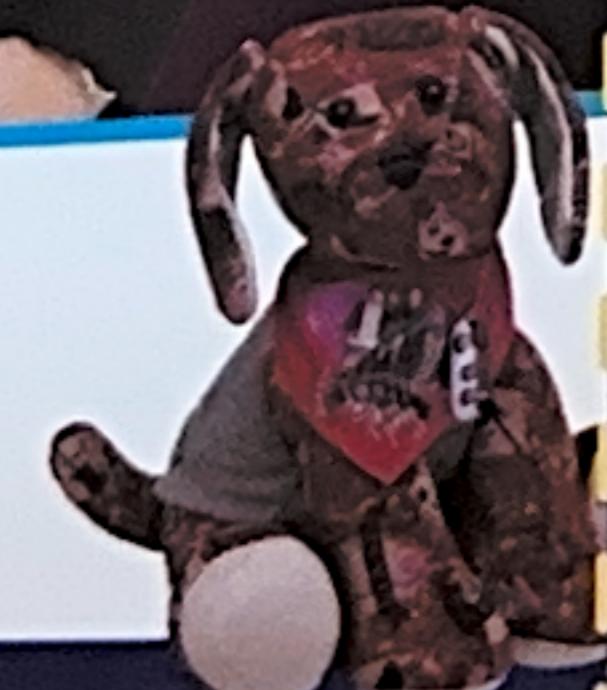
If you're the Grand Prize Winner, Disney Channel and Build-A-Bear Workshop® will send you on a trip to meet the stars of JONAS...Jonas Brothers!



Watch
JONAS on



PLUS 100 First Prize Winners will win a Limited Edition JONAS Dog!



NO PURCHASE NECESSARY TO ENTER OR WIN, NOR WILL A PURCHASE OR PAYMENT INCREASE ONE'S CHANCES OF WINNING. This Sweepstakes is subject to all applicable federal, state, provincial, local laws & regulations. Void where prohibited. Open only to persons who are, as of entry, 6-17 years of age; legal residents of, and physically located within, the 49 U.S. (excluding Maine) or D.C. Sweepstakes starts on 9/25/09 and ends on 10/13/09. Total ARV of all prizes: \$8,287. Odds of winning depend upon the total number of entries received. To enter, complete an entry form at participating Build-A-Bear Workshop® stores while supplies last, and deposit entry form into the JONAS Rock 'N Roll Sweepstakes entry box or hand print your full name, street address, city, state and zip code (no P.O. Boxes), home phone number and birth date on a 3" x 5" card and mail the completed form or card inside a hand-addressed, stamped business size (#10) envelope to: JONAS Rock 'N Roll Sweepstakes, PO Box 9259, Medford, NY 11763-9259. Many will enter. Few will win. Sponsor: ABC Cable Networks Group, dba Disney Channel, 3800 W. Alameda Avenue, Burbank, CA 91505. Talent subject to availability. Other restrictions may apply; see Official Rules at a participating store for details or send a self-addressed, stamped envelope to: JONAS Rock 'N Roll Sweepstakes Rules, P.O. Box 10189-Dept JRR0, Burbank, CA 91510-0189.

KOOKY SPOOKY FUN ALL MONTH LONG AT BUILDABEARVILLE.COM!

1. Take the Internet Safety Quiz and get a cool prize!
2. Visit the Kooky Spooky Fun House starting October 1!
3. October 2-22 see a special interview with Ronald McDonald on The Chloe Show!
4. Work a shift as a server in the Coffee Shop.
5. Go on a Nature Walk to earn Bear Bills® at the Pawsitively Green™ Center.

STOP CYBERBULLYING
Take the Wired Safety pledge to play safe online!

I pledge to take a stand against cyberbullying and share this pledge with my friends and family.
I pledge to always be kind online.
I pledge to think before I click.
I pledge to treat others the way I would like to be treated.
I pledge to always report cyberbullying whenever it happens.
I pledge to never be a cyberbully.
I pledge to Stop, Block and Tell if I see a cyberbully.

My Name: _____
My Parent or Guardian: _____

For more information on how you can help stop cyberbullying, visit stopcyberbullying.org.

KOOKY SPOOKY BUILDABEARVILLE.COM BONUS!

FREE Virtual Magic Shrinking Move and 2 Bearville Outfitters™ credits when you make an animal and bring it to life online for FREE (ask associate for details)

October ONLY!